



Master of Business Administration

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Vision Statement

V1- To help build India as a world leader in Management Education.

V2- To established and develop world class institute overall growth in an era of globalization.

V3- To facilitate easy access to professional education to all section of society.

V4- To develop and provide a professional qualified management workforce for augmenting the nation's human resources.

Mission Statement

M1-To impact academic excellence in management education.

M2- To inculcate high Moral, Ethical and Professional standard among are student and to improve their overall personality.

M3-To enable rational thinking for student for efficient decision making.

M4-To evolve the institution to the status of a deemed university.

LATEST UPDATE

AT WORLD ECONOMIC FORUM, HOW INDIA MADE A MARK

With a thriving economy, our growing prowess isn't just national progress, it's a beacon for collaborative global advancement, reflecting our commitment to shaping a bright, sustainable future for the world. A credible India helps build a more equitable and inclusive world

Between the last edition of the World Economic Forum and this one, the world has faced multiple challenges — geopolitical emergencies, climate change, dips in growth trajectories of nations and the threat of misuse of technology. Amidst all this, India has attracted attention with its standout growth trajectory. Davos 2024 was an opportunity for India to share the highlights of its successes. The CII India Business Hub buzzed with activity as business visitors took note of upcoming opportunities.

As an integrated global economy, India is impacted by geopolitical incidents. This places an extra responsibility on the country to be a partner that lives up to and secures the “trust”, both from a commercial viability as well as a geopolitical strategy perspective. Let me

highlight a few important conversations held at the CII venues.

First, with the government's steady and proactive reform announcements, India has been positioned as a country that has effectively used technology to develop and deliver governance solutions at a mass scale. With the conversation around Artificial Intelligence (AI) taking centre stage, discussions on how AI can benefit all and ensure that the risks of AI are at the bare minimum level have taken place at Davos. The digital leadership that India has established leads us to use AI in a smarter and better manner to make businesses focused on delivering the right value and solutions. It also gives an opportunity to India and Indian companies to take the lead in identifying where AI will be used, just like they have taken a lead in adaptation of digital technologies at scale and viable cost.

Second, India has been taking a prominent position in the discussions at Davos on key global issues, especially on aspects of socioeconomic importance. Participants at the women's special lounge reiterated some key facts on Indian women's participation in growth. Ninety million are currently self-employed with credit from financial institutions under the ambit of self-help groups. They manage businesses at the grassroots

worth annually \$37 billion. Of the credit they take from financial institutions, their non-performing assets (NPAs) are below 2.5 per cent. They have made a solid case for investment by financial institutions in women-owned businesses.

Third, the conversations on energy are as critical as the ones on technology, especially with the thrust WEF 2024 has put on climate change. Three developmental challenges related to energy transition were stressed even as import dependence on oil is growing in tandem with the economic growth — availability, affordability, and sustainability. While for the next many years, India will remain fossil-fuel dependent, new sources such as green hydrogen can offer solutions. Any transition for India must be conducted through non-disruptive processes that will require relevant policy strategies on pricing.

In most dialogues, it was pointed out that India will continue to be among the fastest-growing economies in the world in 2024. The country's growth is trending to be equitable, which manifests in three different ways. First, every part of the country is seeing growth with an infrastructure build-up. Second, a focus on gender inclusivity is evident, encompassing aspects such as women's employment, social security, and

entrepreneurship. Third, addressing the needs of disadvantaged sections through social security measures and facilitating their integration with digital interventions.

According to Moody's Investors Service, amid the risk of sticky inflation affecting the growth trajectory of the global economy, India can appear as a "pocket of resilience". At the global level, there was a time when India was on the sidelines, but today, it is recognised for its economic, social and political stability and the country now receives global attention across the board. India's economic prowess has consistently outshone several large economies, showcasing a robust growth trajectory. With a population exceeding 1.4 billion, the nation enjoys a substantial domestic market brimming with lucrative investment opportunities. The youthful and dynamic workforce, coupled with an expanding middle class and rising consumer purchasing power, has fueled India's consistently strong GDP growth. A plethora of supportive policies and reforms by the government have bolstered the country's resilience.

As per the UNCTAD World Investment Report, India is one of the favoured destinations for global investments. The Prime Minister has also highlighted his government's mission to propel the

country into developed status by 2047. The Indian industry participation at Davos provides a platform to further reinforce its position as a trusted global partner and a resilient economy.

With a thriving economy, our growing prowess isn't just national progress, it's a beacon for collaborative global advancement, reflecting our commitment to shaping a bright, sustainable future for the world. A credible India helps build a more equitable and inclusive world.

<https://indianexpress.com/article/opinion/columns/a-t-world-economic-forum-how-india-made-a-mark-9135588/>

COLLEGE UPDATE

XXIII CONVOCATION

SHRI RAM MURTI SMARAK (SRMS) TRUST INSTITUTIONS organized its 23RD CONVOCATION for passing out graduates of MBA, MCA, M Tech, M Pharm, B Pharm, B Tech of Batch 2019-23 & Batch 2021-23 from SRMS CET & SRMS CETR, Bareilly. The event was organized on 8th February 2024, 114th Birth Anniversary of Late Shri Ram Murti Ji.

The prestigious convocation saw the presence of Professor Dr Jai Prakash Pandey, Honorable VC of Dr APJ Abdul Kalam Technical University, Lucknow as

the Presiding Officer, who declared the convocation 'open' and gave 'Deeksha' to all degree recipients. SRMS CET Alumini (B.Tech. 1996 Batch) Er. Mohmmad Saif, Partner Power and Utilities, Ernest and Young, Gurugram and SRMSCET Alumni Er. Nipun Kohli (B.Tech. 1999) Co-Founder FinAgg Tech. Pvt. Ltd., Noida also grace the occasion.

His inspiring address motivated all the attendees to strive for excellence & embrace the journey ahead. During his address, Professor Dr Jai Prakash Pandey felt truly thankful to Shri Dev Murti, Chairman, SRMS Trust, for inviting & giving him such an honor. He said, "Dear graduates, as you embark on your journey beyond these walls, remember to face life's challenges with courage, respect your parents, teachers & alma mater, and always stay connected to the values instilled in you here at SRMS. Also, stay happy, resilient & patient in your lives, perform good deeds & never be partial, especially when you step up as a leader."

Inspiring everyone, VC, Professor Dr Pandey added, "Before the launch of Microsoft Windows 95, Microsoft was relatively obscure. However, this product became a household name & behind its success was a team of nine people & all

were Indians. However, till date, no one knows them while everyone knows Microsoft. So, this is the power of developing real identity & I wish you all great wisdom & success in your future endeavors."



BASANT PANCHMI CELEBRATIONS

Shri Ram Murti Smarak College of Engineering & Technology (SRMS CET), Bareilly, celebrated 'Basant Panchmi' with great fervor, embracing the arrival of spring and honoring the embodiment of knowledge, music & art.

The ceremony began with auspicious puja of Goddess Saraswati, where rituals were meticulously conducted, accompanied by melodious saraswati vandana and soulful bhajans that invoked the divine blessings of Goddess Saraswati. The celebrations witnessed 'arti', where everyone took the

blessings of Maa Saraswati for academic success & future endeavors that further filled the auditorium with a palpable aura of devotion & reverence. This was followed by the distribution of 'prasad'.

The puja was graced by Dr Prabhakar Gupta, Principal CET; Dr Shailendra Deva, Vice Principal & Dean of Research; Dr Anuj Kumar, Director TDP Cell along with faculty members, staff & students.



THE TYRO CLUB OATH CEREMONY

The TYRO Club of Shri Ram Murti Smarak College of Engineering & Technology (SRMS CET), Bareilly recently hosted its 'Swearing in Ceremony', emphasizing the spirit of unity, leadership & commitment among its members. The ceremony kicked off with giving away of plant saplings to Shri Dev Murti, Chairman SRMS Trust by Divyanshu Singh Chauhan,

the new Tyro President in the presence of Dr Prabhakar Gupta, Principal CET; Dr Shailendra Deva, Vice Principal & Dean Research; Dr Anuj Kumar, Director TDP Cell; Er Kapil Bhushan, DSW; Professor Dr Jitendra Singh Yadav, Chief Proctor & several others.

The ceremony witnessed an energetic dance & melodious band performance by students. Thereafter, Stuti Saxena, Ex-Tyro President bid farewell to her position, extended gratitude towards faculty members & congratulated the previous team for all their endeavours. Later, the oath of allegiance was administered to Divyanshu Singh Chauhan & other new team members of Tyro Club, who all pledged their commitment to collaboration, inclusivity & in pursuit of club's objectives. A farewell video was displayed, showcasing the coordination & memories of ex-Tyro team that added charm to the ceremony.

During the ceremony, Shri Dev Murti also invited other clubs of SRMS Institutions including Vibrant, Connexus, Verve & Caring Hands, and urged them to work together in unison, share interdisciplinary startup ideas with each other, and bring forth something innovative and techie. Towards the end, Puja Karakoti, New Tyro Secretary extended vote of thanks.

Newly Appointed TYRO TEAM (2023-24)
President - Divyanshu Singh Chauhan
Vice Presidents- Chaitanya Gangwar,
Hanshika Varshney, Arjun Singh Rajput,
Deepak Singh
Secretary- Puja Karakoti
Treasurer-Amisha Varshney



KHO-KHO TOURNAMENT

On the occasion of the second anniversary of the New Education Policy (NEP) 2020, Shri Ram Murti Smarak Engineering College embraces bhartiya sports: hosts kho-kho tournament in line with NEP 2020! With an aim to enhance

sportsmanship and to promote traditional Indian games, the Tyro Club of Shri Ram Murti Smarak College of Engineering & Technology (SRMS CET), Bareilly recently conducted a 'Kho-Kho Tournament' for both first & second-year boys & girls.



DEPARTMENTAL UPDATE

CERTIFICATE OF APPRECIATION FROM RMA

A certificate of appreciation was awarded to Shri Ram Murti Smarak Trust by Rohilkhand Management Association, Bareilly, on 26th February 2024 for significant contribution of faculty of management science, SRMSCET in Management Week Celebrations by RMA. Er. Subhash Mehra, Trust Advisor, SRMS

Trust, Faculty members and students of MBA department received award from Shri Santosh Gangwar, MP, Bareilly and Former Minister of State with independent charge in the Ministry of Labour and Employment in the Government of India along with Dr. Manish Sharma, President, Rohilkhand Management Association.



LIVE BUDGET

Students of MBA department and all the faculty members watched the live telecast of interim union budget 2024 on 1st February 2024. Students are given a hand out questionnaire to prepare and analysis the key points from the budget session. Students delivered their PPT presentation on their analysis and understanding of the interim budget. These sessions were coordinated by Mr Deepak Batra and Mr Raghwendra Kumar, Assistant Professor, Faculty of Management Science.

PARTICIPATION IN RMA BUDGET

Dr. Shobhit Kumar and Mr. Deepak Batra, Assistant Professor, FMS attended Panel Discussion on Interim Budget 2024, held on 1st February 2024, organized by Rohilkhand Management Association, Bareilly. Chief guest was Dr. Ghanshyam Khandelwal, Chairman, B.L. Agro Industries Ltd., Guest of honour was CA Rajan Vidhyarthi and Key Speakers were CA Kapil Vaish and CA Sharad Mishra.

PARTICIPATION IN MANAGEMENT RUN

Students of MBA final year along with Dr. Shobhit Kumar and Mr. Deepak Batra, Assistant Professor, Participated in

Management Run organized by KCMT and Rohilkhand Management Association Bareilly. This event was held on 17th February 2024. On this occasion an event Magni-fest was also organized, in which students participated in competitions organized.



INVESTOR AWARENESS PROGRAM

On 10th February 2024, the Faculty of Management Science at SRMS CET conducted an enlightening online workshop under investor awareness program on the topic “How to buy and sell share in the stock market”. The event aimed to empower budding investors with essential knowledge and strategies to navigate the complex world of stock markets and investments. Participants gained insights into investment basics, stock market strategies and other important topics.

The workshop emphasized diversification, research, and ethical considerations. Attendees left inspired and better prepared for intelligent investing.

MASTER CLASS ON DIGITAL MARKETING

A master class was organized by FMS, SRMSET, in association with Atal Incubation Center, BIMTECH on the topic From Likes to Leads: Digital Marketing for Business, on 26th February 2024. Mr Viraj Rajani, Founder and Managing Director, Digipple shared his insights in virtual mode; faculty members and students of MBA department were benefited by this session.



FACULTY ARENA

WORKSHOP ON PYTHON

Department of MBA and MCA are organizing jointly hands-on sessions on Python language. This event started on 28 February 2024. Mr. Ankur Gupta, Assistant Professor, Department of MCA,

SRMSCET, is resource person for delivering sessions on Python language.



STUDENT'S ARENA

GOLD MEDAL IN QUIZ COMPETITION HELD AT LOTUS INSTITUTE

The recent Limart'zz competition hosted by Lotus Institute, on 16th February 2024, was a captivating event that showcased the diverse talents and skills of students from various institutions. Among the participants, SRMS College of Institution took pride in its representation, with nine enthusiastic students engaging in an array of competitions. Here's a recap of our involvement and notable accomplishments:

In the event, SRMS College students participated in a variety of competitions, demonstrating their versatility and passion. These included Face Painting, Corporate Fashion, Stock Market, Case Study, and Quiz Competition. In the

fiercely competitive atmosphere, SRMS College students exhibited exceptional dedication and talent. Particularly, Deepanshu Saxena and Arjun Singh Rajput emerged as standout performers by clinching the Gold Medal in the Quiz Competition. Their impressive knowledge and quick thinking led them to victory, a source of immense pride for our institution. The Quiz Competition witnessed a gripping showdown, culminating in a tie-breaking round between SRMS College and Jyoti College. Despite the tough competition, our team's exceptional performance and comprehensive grasp of various subjects secured us victory with a high score.

While Deepanshu Saxena and Arjun Singh Rajput claimed top honors, it's important to recognize the commendable efforts of all participants. Harsh Rastogi, Neha Sinha, and Saumya Tamta showcased their analytical prowess in the Case Study competition, contributing significantly to our college's representation. Similarly, Divya Tiwari and Sandhya Pal exhibited elegance and professionalism in the Corporate Fashion segment, enriching the diversity of our participation.

As we commemorate these achievements, let us extend our heartfelt

congratulations to all participants for their dedication and commitment. Looking ahead, we are eager to sustain our success and participation in future events, upholding the standards of excellence and sportsmanship that define SRMS College.

QUALIFYING NCFM EXAM

Two Students of MBA Final year Batch 2022 have qualified NCFM (NSE Academy's certification in Financial Markets) examination. Title of the course is Commercial Banking in India: A Beginner's Module.

